



Day 1 AM

## Rethinking Shared Value

Rethinking Shared Value is an interactive learning experience brought to you by Shared Value Initiative Hong Kong. In this track, participants will build knowledge of shared value across different sectors, challenging traditional notions of value. We will explore the importance of building shared value understanding beyond the private sector, and show how partnership and collaboration across private, public and civil sectors underpin shared value success.

<p>11:00 – 11:10</p> <p><b>Opening Welcome: Rethinking Shared Value</b></p>	<p>Rethinking Shared Value is an interactive learning experience brought to you by Shared Value Initiative Hong Kong. In this track, participants will build knowledge of shared value across different sectors, challenging traditional notions of value. We will explore the importance of building shared value understanding beyond the private sector, and show how partnership and collaboration across private, public and civil sectors underpin shared value success.</p> <p>Moderator</p>  <p>Virginia Wilson Chief Executive Officer Shared Value Initiative Hong Kong</p>
<p>11:10 – 11:20</p> <p><b>Embracing Shared Value Creation: Transforming Workforce, Fostering Diversity, Equity &amp; Inclusion, and Building Stronger Communities</b></p>	<p>To explore how corporations can effectively generate economic value while simultaneously address social and environmental challenges through creating belonging and inclusion in the workplace and building stronger communities in where they serve.</p> <p>Session Discussion Points</p> <ol style="list-style-type: none"><li>1. The importance of continuous workforce transformation</li><li>2. Define DEI in corporate context</li><li>3. Emphasis role of corporation in community well-being.</li></ol>  <p>Olivia Wong General Manager – Environmental &amp; Social Responsibility</p>

	MTR Corporation Limited
<p>11:20 – 12:10</p> <p><b>Shared Value Showcase – Practitioner Success Panel</b></p>	<p>Real world case studies are key to teaching shared value. Join Hong Kong-based shared value practitioners who will discuss their shared value journey. A unique window into their experience practicing shared value in Hong Kong covering their success, challenges, learnings, and more.</p> <p><b>Learnings</b></p> <ul style="list-style-type: none"> <li>• Open up a candid dialogue and learn about the opportunities and challenges of practicing shared value in Hong Kong.</li> </ul> <p><b>Post-Event Actions</b></p> <ul style="list-style-type: none"> <li>• Gain actionable insights from Hong Kong shared value practitioners. Learn from case studies to help establish your own business case for shared value.</li> </ul> <p>Moderator</p>  <p>Virginia Wilson Chief Executive Officer Shared Value Initiative Hong Kong</p>  <p>Samuel Kwong General Manager – ESG Chinachem Group</p>



Veronica Sze  
Director, Corporate Affairs  
Nestlé Hong Kon



Olivia Wong  
General Manager – Environmental & Social Responsibility  
MTR Corporation Limited

12:10 – 13:10

**Redesigning Our Value Systems – Wheel of Fortune**

Our Wheel of Fortune game show returns, with players from diverse business and impact perspectives as they strive to balance People, Planet & Profit – with your input.

Explore and understand the way in which different “systems” – financial, manufacturing, philanthropic – make contrasting decisions.

**Learnings**

- Analyse the way how systems of value measurement and impact management are evolving and converging, across management, reporting, investing & more

**Post-Event Actions**

- Learn about changing frameworks to measure and communicate value and impact. Understand how evolutions in private and civil sectors affect each other.



Virginia Wilson  
Chief Executive Officer  
Shared Value Initiative Hong Kong



Tina Chan  
Group Head of Philanthropy  
John Swire & Sons (H.K)






Fiona Cumming  
Executive Director  
Society for the Prevention of Cruelty to Animals (SPCA)



Nadira Lamrad  
Head of Sustainability  
Jardine Matheson



	<p>Surali Siriwardene Chief of Staff &amp; Head of Strategy HSBC</p>  <p>Young-Sook Stewart Head of Talent, APAC Financial Services EY</p>
<p>13:10 – 14:00</p> <p><b>Social Impact Measurement – Where Business Economic and Social Impact Coincides</b></p>	<p>Why is it important for us to draw the measurement of social impact back to the common denominator of economics? Join our panellist and practitioners of social impact measurement for a unique window into their experience, covering their success, challenges, learning, and more.</p> <p>Session Discussion Points</p> <ul style="list-style-type: none"> <li>• What are the key factors to social impact measurement? What were the challenges they faced on embarking on this journey?</li> </ul> <p>Moderator</p>  <p>Virginia Wilson Chief Executive Officer Shared Value Initiative Hong Kong</p>  <p>Johnny Kong</p>

	<p>Chief Operating Officer ICTI Ethical Toy Program (IETP)</p>  <p>Garrick Lau Head of Sustainability &amp; Shared Value Nan Fung Development Limited</p>  <p>Vincent Mok CEO &amp; Director (APAC) Hartley McMaster</p>
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Day 1 PM

## Rethinking Workforce Transformation

In today's business world, Diversity, Equity and Inclusion (DEI) has power far beyond buzzwords. In addition to being the right thing to do from a moral perspective, there is also a compelling business case for launching DEI programmes in our workplace.

Key discussions in Rethinking Workforce Transformation will address DEI as a business and communication strategy, and why creating a culture of respect and belonging in which all employees feel empowered to contribute their best will only serve to benefit our organisations in the long term.

<p>15:00 – 15:05</p> <p><b>Opening Welcome: Rethinking Workforce Transformation</b></p>	<p>In line with the global sustainability agenda, shift to a greener economy and emergence of the post-COVID era, the city's workforce is now finding itself at a crossroad. As current and emerging talents increasingly look to pursue purposive engagements in their career development, opting for jobs that would provide flexibility but also fosters diversity and inclusion, how should business leaders work to align values, improve workplace culture to attract talents, and develop strategies and opportunities for their business to thrive and prosper?</p>
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	 <p>Katherine Rumble  Director of Partnerships &amp; Development  Habitat for Humanity Hong Kong</p>
<p>15:05 – 15:55</p> <p><b>Our Talent Ecosystem:  Closing the Sustainability Skills Gap</b></p>	<p>The job market has been undergoing a wave of change, as companies increasingly look to bring in and nurture talents to move from pledges to progress in their sustainability transformation. With Gen Zs in particular bringing on a different set of values, by the way they focus on positive work culture, authenticity, utilising technology, implying flexibility, diversity and inclusion, ways for personal development, they have been creating impact and challenges to the hiring scene. How should decision makers adapt to these changing needs and values as a part of their talent matching and development strategy, and create opportunities within the ecosystem?</p> <p><b>Learnings</b>  What is the state of play in Hong Kong?  How can business leaders create a strategic advantage for their businesses to retain and groom talents? What are some key sustainability skilling challenges that business leaders should look to address?  Perspectives from specialised sustainability positions, and wider roles that require upskilling for sustainability expertise</p> <p><b>Post-event actions</b>  Gain insights on how businesses are to manoeuvre around in times of change and adapt to attract talents as they thrive and grow</p> <p>Moderator</p>  <p>Kathryn Weaver  Partner  Seyfarth Shaw</p>



Edouard Blanchard  
Executive Partner & Director  
Humans Matter



Ajay Manissery Konchery  
Group Head of Diversity and Inclusion  
Swire Pacific



Fanny Lau  
General Manager – Human Resources  
New World Development Company Limited



Tim Smith  
Business Director  
Hays Hong Kong Limited



15:55 – 16:45

**Rethinking Workplace  
Culture in the New Normal**

The pandemic has undoubtedly brought on prominent changes in the workplace. As companies adapt to remain competitive and incorporate workplace mobility and hybrid work arrangements, how should business leaders continue the momentum on the conversation of “work” – as a core business strategy that encompasses all levels and facets, both internal and external? What are the opportunities and challenges of creating an environment that promotes wellbeing, transparency and a sense of purpose and belonging for all employees?

**Learnings**

- How by incorporating flexibility and mobility could business owners enhance the workplace culture?
- How could decision makers attract talents and build a more engaged and motivated workforce?
- How could businesses in Hong Kong integrate this change as a part of their strategy for the long-term?

**Post-event actions**

- Gain insights on how to build a culture of sustainability in your organization

Moderator



Dawn Isaac  
Head of Collaboration and Sustainability Lead  
Black Dog Consultants



Anita Lo  
General Manager  
ICTI Ethical Toy Program (IETP)



Maggie Ma  
General Manager – Corporate Communications  
Hang Lung Properties Limited



Karen Ng  
Regional Head of Expansion & Market Lead Singapore, Hong Kong,  
ASEAN, and India  
Deel



Pooja Vora  
Sales Director  
IWG PLC

16:45 – 17:35

**Unlocking the Potential of  
Diversity, Equity and  
Inclusion in the Workplace**

Increasingly business leaders are recognising DEI as an opportunity for talent development, greater variety of perspectives, increased employee engagement and efficiencies, and generating profit. Yet all too often, DEI is considered as another function of the Human Resources department. While inclusive of HR and operations, for DEI to succeed, it needs to be treated as a core business strategy by the executive table, and encompassed within all levels and facets – internal and external – of an organisation.

**Learnings**

- How is DEI becoming more relevant to businesses in Hong Kong?

- Why is it important for business leaders to champion DEI efforts? How can decision makers drive strategies from their respective spheres of influence?
- How can business leaders leverage on DEI as an advantage for business strategies, bring on opportunities and create an impact in the community?

**Post-event actions**

- Understand DEI in the Hong Kong context and gain insights on pertinent opportunities of DEI in helping businesses to thrive

**Moderator**




Michael Chan  
Diversity, Equity & Inclusion Manager – Asia  
Mayer Brown



Brenda Alegre  
Lecturer  
The University of Hong Kong



Utkarsh Mittal  
Global Agile Transformation Leader – DEI and Well-Being  
Schneider Electric


	 <p>Surali Siriwardene Chief of Staff &amp; Head of Strategy HSBC</p>
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Day 2 AM

## Rethinking Communications & Marketing

The communicator’s function is rapidly changing. Marketers, PR practitioners, advertisers and media today have a unique chance to influence behaviour change as well as create and implement successful sustainability strategies as the climate crisis and global warming worsen and social inequity rises.

Rethinking Communications & Marketing is designed to challenge what sustainability means to communicators in line with the changing values of today’s consumers, workforce and emerging key stakeholders in Hong Kong and Asia.

<p>10:30 – 10:35</p> <p><b>Opening Welcome: Rethinking Communications &amp; Marketing</b></p>	 <p>Mary Devereux Partner SEC Newgate</p>
<p>10:35 – 11:25</p> <p><b>Marketing More Than a Message: Activating Purpose and Real Impact</b></p>	<p>Purpose is the new Profit. In recent years, purpose is emerging as a competitive advantage for attracting talent, keeping customers engaged, and enhancing the company’s image among stakeholders.</p> <p>As we seek out relationships with companies that have a strong purpose carved out in their business framework, purpose-driven campaigns are moving to the top of the list of priorities for business communications.</p> <p><b>Learnings</b></p>

- Purpose-driven campaigns are about much more than incorporating nice messaging. How can companies create people-centric, insightful and authentic narratives to communicate their core values – internally and externally – and activate meaningful action which aligns with their environmental and social goals?
- How is the role of PR, marketing, advertisement and other communication professionals evolving as agents of change in a sustainable new world?

**Post-Event Actions**

- Gain insights on how purpose-driven communications are inspiring companies to reconsider the long-term impact of their brands.
- Recognise that executing a purpose-driven campaign requires an alignment with a company’s authentic purpose, and present an opportunity to resonate with audiences across all markets.

**Moderator**



Kiri Sinclair  
Founder & CEO  
Sinclair



Chloe Kwok  
Managing Director, Chief Executive Officer  
BSH Home Appliances Limited



Lynne Mulholland  
General Manager, Corporate Affairs  
The Hongkong and Shanghai Hotels



Victoria Wisniewski Otero  
Founder & CEO, Resolve Foundation Representative, Voice for Social  
Good  
Resolve Foundation



Benny Siu  
Head of Safety, Sustainability and Quality Assurance  
Hactl

11:25 – 12:15

**How Businesses Can  
Utilise Internal  
Communications for an  
Impactful ESG Strategy**

As organisations step up on their ESG commitments in recent years, majority of the focuses were put on external communications and investors reporting. In the journey of achieving an impactful ESG strategy, internal stakeholders are equally important in building a strong corporate culture that help to accelerate the advancement of social and environmental agenda.

Today, we will have an engaging conversation on this topic with selected experts who will share their experiences on how businesses can utilize internal communications to create an impactful ESG strategy that transcends through employee engagement and community contribution. We will discuss the challenges and opportunities of internal communications, the latest

trends and best practices, and the role of technology in enhancing the effectiveness.

**Learnings**

- What's the importance of effective internal communication in organizations?
- What are some of the challenges and opportunities of internal communication in businesses, in particular on ESG strategy?
- What are some of the latest trends and best practices for effective internal communication in businesses?

**Post-Event Actions**

- Understand the common hurdles in getting internal stakeholders onboard for the ESG strategy implementation.
- Foster a better synergy between senior leadership and employees on aligning ESG goals.
- Develop an action plan based on the insights shared during the panel discussion, and assigning responsibility for specific tasks to relevant team members or departments.

**Moderator**



Carol Yeung  
Managing Director  
Golin



Justin Bonnett  
Head of Marketing  
JLL



Piyush Srivastava  
Managing Director  
Pernod Ricard Hong Kong and Macau



Pat Woo  
Head of ESG Hong Kong (SAR)  
KPMG

12:15 – 13:05

**Greenwashing vs  
Greenhushing: Navigating  
Credibility, Relevance and  
Effective Messaging**

The business of deciding what to communicate is a complex one. As eco-consciousness becomes mainstream, so have marketing strategies designed to show how brands are walking the talk and doing good for the planet. And while brands that exaggerate environmentally friendly credentials have been called out for greenwashing, more recently a more subtle phenomenon – greenhushing – has emerged.

This session will discuss the tightrope on which brands are seeking a balance in their sustainability communications, in face of increasing scrutiny by the public, NGOs, media and authorities.

**Learnings**

- In addition to being the right thing to do, brands that are transparent about their environmental claims and base their marketing on facts and credentials stand to gain a competitive edge in a world racing towards more credible inventory and impact standards for climate progress.
- As consumers opt for greener alternatives, the increasing pressure to “go green” sometimes result in businesses prioritising superficially appealing demands to satisfy conscious consumerism. What repercussions – reputational, legal, financial and otherwise – can such practices cause?
- More recently, some businesses are opting to turn down the volume on their sustainability strategies, reasons of which include a fear of negative attention, amongst others. What impact does this have for meaningful action?



### **Post-Event Actions**

- Rethink how brands should build messages on facts and proof, stay transparent and authentic, and make sustainability a core brand value and business-wide initiative.
- Gain insights on steps that PR, marketing, advertisement and other communication professionals are taking to upskill and boosting ties to sustainability experts as communications become increasingly complex.

### **Moderator**



Martin Choi  
Business Reporter  
South China Morning Post



Sonalie Figueiras  
Founder & CEO  
Green Queen, Ekowarehouse & Source Green



Luca Fong  
Managing Director, Sustainability & Experience Design Lead  
Accenture Song


	 <p>Ivan Zeng General Manager, LEGO Hong Kong, Taiwan &amp; Macau The LEGO Group</p>
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Day 2 PM

## Rethinking Communities & Culture

From jobcations, intersectional innovations and community-making and people-centric programming, more and more organisations are looking at “software” development as a complement to ‘hardware’ innovations, enabled by placemaking to uplift Hong Kong’s neighbourhoods and its communities.

Rethinking Communities & Culture will highlight opportunities and challenges for businesses to develop a culture of community co-creation and co-contribution for social and economic value creation.

<p>14:05 – 14:10</p> <p><b>Opening Welcome: Rethinking Communities &amp; Culture</b></p>	 <p>Florence Cheng Head of Impact Strategy / Co-Founder Social Ventures Hong Kong / COSMOS</p>
<p>14:10 – 15:00</p> <p><b>Building Bridges: Engaging Talents from Diverse Backgrounds</b></p>	<p>What if we can transform “The Great Reshuffle” into “The Great Return”? Building on SVhk’s “jobcation” pilot for previously stay-at-home mothers, this panel delves into inspiring models to bridge diverse talent pools and purpose-driven corporates to close Hong Kong’s talent gaps.</p> <p><b>Learning Points</b></p> <ul style="list-style-type: none"> <li>• Returning talent to share first-hand experience and learnings throughout the journey</li> <li>• The role of employment in achieving individual empowerment and ensuring sustainable growth</li> <li>• Corporate employers’ role in facilitating jobcation and building an inclusive workforce as a business and ESG strategy</li> </ul>

**Post-event Actions**

- Understand the challenges that returnees face after a prolonged career break: what are the needs and skills do returnees possess?
- Rethinking talent acquisition strategies to access to more local, under tapped talents: how can your organisation respond to the changing local job market and engage talents from diverse demographics
- Reimagine talent engagement strategies to build a more inclusive workforce



Ivy Leung  
General Manager  
Hong Kong Management Association



Sangeeth Aiyappa  
Partner, International Tax and Transaction Services – Transfer Pricing  
EY



Vivian Gee  
Chief Executive Officer  
Fair Employment Foundation



Sara Ho  
Chief Human Resources Officer  
Jebsen Group



Pearl Liu  
Customer Service Executive  
Jebsen Motors Limited

15:00 – 15:50

**How Social Purpose Organisations Can Accelerate Corporate Purpose and Culture**

Our society is facing challenges that are increasingly complex and require cross-sector involvement in devising innovative solutions. How might corporates contribute to this evolution by cultivating a socially conscious culture from within, and what if Social Purpose Organisations and nonprofits could take the lead in facilitating this?

**Learnings**

- What challenges do corporates face in internal culture transformation and activating staff participation for social impact, apart from volunteering initiatives?
- What have nonprofits in Hong Kong done in corporate engagement and have NGOs that have worked with corporates extensively to share their experiences?

**Post-event Actions**

- Rethinking internal staff engagement strategy for corporates: how to get staff be socially informed and make innovation as part of the corporate culture
- Reimagine partnerships between corporates and nonprofits: can corporates look to NGOs for social engagement solutions? How can both parties, with very different governance structures, collaborate with each other and develop social innovations together?

Moderator



Fion Leung  
Co-founder & CEO  
Time Auction



Fred Cheng  
General Manager  
Airland Holding Company Ltd.



Andes Leung  
CEO  
RunOurCity



Alasdair Pocock  
Co-founder  
So Responsible



Gene Soo  
Head of Ecosystem – Global Innovation  
MTR Corporation Limited

15:50 – 16:40

**Community Making:  
Creating a Culture for  
Social and Economic  
Value Creation**

What if communities can be creatively made, not just places? As “software” takes centre stage in urban development, how can local stakeholders work together to create more vibrant and inclusive neighbourhoods? This panel will take reference from Hong Kong’s evolving Sham Shui Po and Kwun Tong districts and explore the role businesses can play to catalyse and quantify social impact in the heartlands of their operations.

**Learnings**

- How Community making acts as a complementary approach to placemaking to respond to neighbourhood-specific development needs and challenges
- What are the possible ways to measure and showcase the extent to which the community making efforts have been successful from the lens of district economy
- Can a “balanced scorecard” be designed to reimagine how urban renewal and town planning can rejuvenate communities

**Post-event Actions**

- Personal reflection: what should your relationship with your neighbourhood look like? Are you aware of the existing community networks or resources within your neighbourhood and how can we make the best use of them?
- Organization reflection: how can a place-based approach be applied as a sustainable business strategy to rejuvenate a neighbourhood?

Moderator



Florence Cheng

Head of Impact Strategy / Co-Founder  
Social Ventures Hong Kong / COSMOS



Adam Heuman  
Vice President, Global Development & Communications  
EMpower – The Emerging Markets Foundation





Samuel Kwong  
General Manager – ESG  
Chinachem Group



Karen Lee  
Project Manager I (Spatial)  
Jockey Club Design Institute for Social Innovation, PolyU



Vera Wu

	<p>Deputy Director – Mainland Business Operation Hang Lung Properties Limited</p>
<p>16:40 – 17:10</p> <p><b>Fireside Chat: What’s Next to Reset Places for Prosperity</b></p>	<p>How might we use housing as a medium for empowerment and what role does design play in enhancing community wellbeing? This fireside chat will take inspiration from the government’s partnership with civic organizations to explore how communities can be transformed through collaborative partnerships.</p> <p><b>Learnings</b></p> <ul style="list-style-type: none"> <li>• How housing can be a medium to activate vibrant communities</li> <li>• Potential application of design features in public housing to develop a sense of prosperity and happiness</li> <li>• Integration of “software-hardware” approach to strengthen community wellbeing through creative partnerships</li> </ul> <p><b>Post-event Actions</b></p> <ul style="list-style-type: none"> <li>• What makes me feel a sense of prosperity in the neighbourhood that I live in?</li> <li>• How can hardware and software design features be integrated into development projects to enhance the sense of prosperity in the neighbourhood?</li> </ul> <p>Moderator</p>  <p>Francis Ngai Founder &amp; Chief Executive Officer Social Ventures Hong Kong</p>  <p>Eric Ho Co-founder and Director Architecture Commons / Neighbourhood Innovation Lab</p>





Winnie Ho  
Secretary for Housing  
Housing Bureau